

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 04921 150938Z

13

ACTION COME-00

INFO OCT-01 EA-11 ISO-00 EB-11 USIA-15 RSC-01 DRC-01

(ISO) W

----- 071450

R 150930Z APR 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 1265

INFO AMCONSUL FUKUOKA

AMCONSUL NAHA

AMCONSUL SAPPORO

AMCONSUL OSAKA KOBE

UNCLAS TOKYO 4921

FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: FY 1975 IN-STORE PROGRAM - TOKYO DEPARTMENT STORE

REF (A) TOKYO 4698 (B) TOKYO 4698 (C) USDOC 5256 (D) STATE
A-1635, 2/27/74 (E) TOKYO A-971, 12/27/73 (F) TOKYO A-936,
11/27/73

SUMMARY: EMBASSY CONTINUES RECOMMEND TOKYU DEPARTMENT
STORE PARTICIPATION FY 1975 PROGRAM. TOKYU PROPOSAL
BEING SUBMITTED SEPARATE AIRGRAM. REQUEST COMMERCE
FOLLOW-UP WITH USIA TO EXPEDITE DELIVERY MOON ROCKS
AND SPACE SUITE TO TOKYO IN ADVANCE JULY 4-10, 1974 TOKYUU
EVENT. END SUMMARY.

1. TOKYU DEPARTMENT STORE PROPOSAL FOR JUNE 4-10, 1974,
U.S. IMPORTS PROMOTION BEING SUBMITTED UNDER COVER
SEPARATE AIRGRAM. THIS MAJOR EFFORT WILL INVOLVE
\$460,000 INCREMENTAL PURCHASES OF U.S. NON-FOOD
CONSUMER GOODS. ON BASIS MOST RECENT ASSESSMENT
FUNDING AVAILABLE JAPAN (REF C), EMBASSY RECOMMENDED
\$17,500 USG FINANCIAL CONTRIBUTION TO TOKYU (REF A).
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 04921 150938Z

EMBASSY ALSO RECOMMENDED AND PAO REQUESTED LOAN MOON

ROCKS AND SPACE SUIT TO TOKYU (REF B).

2. TOKYU PARTICIPATION JULY 1974 EVENT IS PARTICULARLY DESIRABLE SINCE NO OTHER TOKYO STORE INTERESTED IN EARLY FY 1975 AND PROBLEM EXISTS WITH BUNCHING OF EVENTS IN SPRING 1975. FOR EXAMPLE, MATSUZAKAYA, LARGEST DOLLAR VOLUME PARTICIPANT, HAS EXPRESSED THEIR INTEREST IN NOT HAVING ANOTHER CONTRACT IN-STORE PROMOTION BEFORE OR DURING THEIR APRIL 1975 EVENT. TOKYU MANAGEMENT SEES SHORT LEAD TIME FROM NOW UNTIL JULY AS NO PROBLEM - THEY HAVE BEGUN PURCHASES THROUGH JAPANESE AGENTS OF U.S. FIRMS AND STATE THEY CAN COMPLETE PURCHASING PROGRAM FROM THESE LOCAL STOCKS AND BY AIR SHIPMENTS. ALTHOUGH THIS APPROACH WILL NOT SPUR NEW-TO-MARKET U.S. GOODS, TOKYU HAS NEVER BEEN KNOWN FOR CARRYING NOTICEABLE QUANTITIES OF U.S. NON-FOOD GOODS. THUS, ADDITIONAL AND CONTINUING NEW-TO-STORE PURCHASES SHOULD BE SIGNIFICANT. IN DEALING WITH TOKYU OFFICIALS, EMBASSY OFFICER STRESSED THAT USG FINANCIAL CONTRIBUTION WOULD DEPEND UPON AVAILABILITY OF FUNDS (A-1635). TOKYU MANAGEMENT UNDERSTAND THIS AND WILLING TO PROCEED WITH PROMOTION EVEN THOUGH FUNDING CANNOT BE GUARANTEED.

3. AS STATED REFTEL A, EMBASSY REQUESTS COMMERCE FOLLOW UP WITH USIA TO EXPEDITE SHIPMENT MOON ROCKS AND SPACE SUITE TO TOKYO IN ADVANCE OF TOKYU JULY 4, 1974. EVENT.
EDMOND

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TOKYO04921
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740086-0559
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740441/aaaabkyv.tel
Line Count: 89
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: (A) TOKYO 4698 (B) TOKYO 4698 (C) US, DOC 5256 (D) STATE
Review Action: RELEASED, APPROVED
Review Authority: martinml
Review Comment: n/a
Review Content Flags:
Review Date: 04 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 JUN 2002 by bryansd0>; APPROVED <18 DEC 2002 by martinml>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1975 IN-STORE PROGRAM - TOKYO DEPARTMENT STORE
TAGS: BEXP, JA
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005